

**Amendments To The Claims:**

Please amend the claims as shown. Applicants reserve the right to pursue any cancelled claims at a later date.

1.-10. (canceled)

11. (new) A printing press, comprising:

a print unit;

a drive unit assigned to the print unit;

a control unit for regulating the drive unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device are directly connected to the control unit.

12. (new) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected by a means for signal transmission to the control unit.

13. (new) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device comprises an evaluation unit.

14. (new) The printing press in accordance with claim 11, wherein the control unit comprises an integrated evaluation unit.

15. (new) The printing press in accordance with claim 11, wherein a correction factor can be calculated by the control unit to regulate the movement of the drive unit.

16. (new) The printing press in accordance with claim 13, wherein a correction factor can be calculated by the control unit to regulate the movement of the drive unit.

17. (new) The printing press in accordance with claim 14, wherein a correction factor can be calculated by the control unit to regulate the movement of the drive unit.

18. (new) The printing press in accordance with claim 11, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

19. (new) The printing press in accordance with claim 13, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

20. (new) The printing press in accordance with claim 14, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

21. (new) The printing press in accordance with claim 15, wherein the print mark measuring device and/or the register mark measuring device and/or the register measuring device are connected to the control unit by a field bus system or a serial link.

22. (new) The printing press in accordance with claim 12, wherein a field bus system or a serial link is provided as means for signal transmission.

23. (new) The printing press in accordance with claim 11, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

24. (new) The printing press in accordance with claim 13, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

25. (new) The printing press in accordance with claim 14, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

26. (new) The printing press in accordance with claim 15, wherein the control unit has a master functionality with regard to further drive units or with regard to further control units.

27. (new) A control unit for regulating a drive unit of a printing press in accordance with claim 11, wherein the control unit comprises a signal interface for input of a signal of a print mark measuring device and/or a register mark measuring device and/or of a register measuring device.

28. (new) The control unit in accordance with claim 27, wherein the control unit is provided for determining a correction factor from the signal of the print mark measuring device and/or register mark measuring device or the signal of a register measuring device for regulating the movement of at least one drive unit.

29. (new) A method for operation of a printing press, the printing press comprising:

a print unit;

a drive unit assigned to the print unit;

a control unit for regulating the drive unit; and

a print mark measuring device and/or register mark measuring device and/or a register measuring device, wherein

the print mark measuring device and/or the register mark measuring device and/or the register measuring device are directly connected to the control unit, the method comprising:

transmitting a print mark signal and/or the register mark signal from the print mark measuring device and/or the register mark measuring device to the control unit, or

transmitting a register measuring signal from the register measuring device to the control unit.

30. (new) The method in accordance with claim 29, wherein a correction factor for regulating the movement of at least one drive unit is calculated by the control unit from the print mark signal or from the register mark signal or from the register measuring signal.